R E P O R T R E S U M E S

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DEVELOPMENT OF A PROGRAMED TEXT IN SALESMANSHIP FOR FEASIBILITY TESTING IN ADULT EDUCATION. FINAL REPORT.

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A PROGRAMED TEXT ON SALESMANSHIP WAS DEVELOPED, FIELD TESTED FOR CLARITY, AND REVIEWED BY AN ADVISORY COMMITTEE. PROMOTION OF THE TEXT IN A RANDOM SAMPLE OF 10 TOWNS OF 2,000 TO 7,000 POPULATION WAS CONDUCTED. THE PROMOTION CONSISTED OF CONTACT WITH THE LOCAL CHAMBER OF COMMERCE. SIX COMMUNITIES ACCEPTED. WITH 267 ADULTS ENROLLED UNDER LOCAL CHAMBER OF COMMERCE SPONSORSHIP, 241 STUDENTS COMPLETED THE COURSE. THE COST OF INSTRUCTION WAS INDICATED TO BE 58 CENTS PER MAN-HOUR WHICH INCLUDED PROMOTION, TRAVEL, SALARY, AND TEXTBOOKS. THE CONCLUSION INDICATED THAT PROGRAMED TEXT MATERIALS WERE ACCEPTABLE AND ECONOMICALLY FEASIBLE FOR USE IN SMALL COMMUNITIES. (RS)

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S-131

FINAL REPORT

SUBMITTED TO THE U. S. COMMISSIONER OF EDUCATION
Under the provisions of the Public Law 531

Project Title: Development of a Programmed Text in Salesmanship for Feasibility Testing in Adult Education, FINAL REPORT

Submitted by: Department of Business and Business Education
Kansas State Teachers College, Emporia, Kansas

Initiated by: Dr. Raymond B. Russell, Head of the Department of Business and Business Education, Kansas State Teachers College, Emporia, Kansas.
Phone: DI 2-5000, Extension 227, Area Code 316.

Grant No.: S-131, Small Contract Program, Cooperative Research Branch, U. S. Office of Education, Department of Health, Education, and Welfare, Washington, D. C.

The new re-assigned number is 5-8267-232
Attention: Monitor Otto P. Legg, Research Specialist, Educational Resources Development Branch

Summary

Title: Development of a Programmed Text in Salesmanship for Feasibility Testing in Adult Education

Objectives: The principal objectives of the project centered around the development of a programmed text of approximately 1,200 frames in Salesmanship for use in Distributive Education Adult Classes. These units were to be made available to adults in ten towns of less than 10,000 population in order to test the utility of this type of instruction. The evaluation of the possibilities of continuing this type of program without further federal financing was a second objective.

Procedures: States with a sparse population have a problem in reaching small communities with courses in the Distributive Education field for adults. In order to try to meet this problem, it was decided to test the feasibility of using programmed text books in this area. A review of the literature suggested that programmed instruction was a useful instructional media for adults. Since no commercial texts at reasonable price were available, a text in sales of 1,075 frames was developed, field tested for clarity and conciseness on fifteen students and reviewed by an advisory committee of business leaders for pertinency of information. After the text was produced, promotion in a random sample of ten towns from a strata of communities of 2,000 to 7,000 population was begun. This promotion consisted of a letter and a telephone call to the chamber of commerce followed by a meeting of the retail committee and an explanation of program. Six communities accepted the program and an enrollment of 267 with 241 completions was secured.

This class size was significantly larger at 95 per cent than sales classes over the state for the past three years. The number of completions was also

larger so that the percentage completing the courses was approximately equal to the traditional methods. Adults in small communities will accept sales training in the form of programmed texts. Since the primary objective of the project was to test the feasibility of such instruction, the cost of instruction was important. In this case the cost per man hour of instruction which includes promotion, travel, salary and text books (after development) amounted to 58¢ per man hour of instruction. This is much smaller than the $2.44 per man hour for the conventional instruction in the six months prior to the introduction of the programmed text. From this study it would seem that programmed text materials will be accepted and they are economically feasible for use in small communities.

I. REVIEW OF OBJECTIVES

A. OBJECTIVES: The objectives were:

1. To develop a program text of approximately 1,200 frames in Salesmanship for use in Distributive Education Adult classes. Twenty-five copies of the programmed text are included with this report. The text consists of Chapter 1, 144 frames; Chapter 2, 160 frames; Chapter 3, 180 frames; Chapter 4, 150 frames; Chapter 5, 100 frames; Chapter 6, 160 frames; Chapter 7, 60 frames. The total is 954 frames.
2. These units were to be made available to adults in ten towns of less than 10,000 population in order to test the utility of this type of instruction. All ten communities were contacted; six have completed a program of instruction, three have expressed additional interest in the future, and one community was not interested.
3. The evaluation of the possibilities of continuing this type of program without further federal financing was a third objective.

As a result of the experience with this program at the conclusion of the grant period, the college will reproduce 1,000 additional units for the continuation of this program. Ten distributive education coordinators in the state have expressed interest in using this text in the distributive education program; McDonald's stores in Wichita and Shopper's City (a discount house) have also expressed interest in the purchase of the text.

B. **PROCEDURES:** The following procedures were followed:

1. A unit in Salesmanship was programmed in approximately 1,200 frames. A programmed text initially consisting of 1,075 frames was written in six chapters.
2. These units were reviewed with an advisory committee. As each chapter was completed in rough draft, it was sent to members of the advisory committee (see appendix for advisory committee members) for their comments and editing. When the chapters were returned, the comments and editing were complied into one new program. This program unit was then tested on 15 students for clarity. After this field test, a meeting of the advisory committee was held in Emporia, Kansas and the recommendations by the advisory committee were added to the field test results because of the tremendous experience of the advisory committee in adult business education. These recommendations were that:
   a. an additional chapter on product knowledge should be added to the book.
   b. a short story of some kind should be used to create interests and illustrate the purpose of the chapter which followed.

c. in order to break the monotony of the questions, about five per cent true and false questions should be added.

d. the introductory story for each chapter be put on colored paper in order to make the chapter division more clear.

e. in promotion, key people in each community should be nominated to help promote the book since it was felt this would increase prospects of success. After further discussion of the purpose of the project, however, it was decided this recommendation would invalidate the results.

3. These units were promoted through the state by the adult instructor in Distributive Education at Kansas State Teachers College, the D. E. Coordinators in the state, and local Chambers of Commerce. In January, 1965, a letter (Exhibit B appendix) was sent to the secretaries of the Chambers of Commerce in the following ten communities:

Goodland	Fredonia
Colby	Council Grove
Scott City	Herington
Belleville	Marion
Concordia	Abilene

The letter was followed by a telephone call two weeks later to arrange a meeting with the secretary of the Chamber of Commerce and his retail committee.

After the initial conversations, it was decided that the best promotional policy would be as follows:

a. Let the Chambers secure the enrollment.

b. Have an initial meeting to explain the use of the book.

c. Have a graduation meeting at which techniques explained in the book would be demonstrated in a live meeting.

One additional community of Osborne, Kansas, although not included in the initial study, asked to conduct the program. The Osborne enrollments are included in Exhibit I. They are not included in the study, but did serve as a test pattern for the instruction.

As a result of this promotion, classes were held in six communities. The enrollments are recorded in Appendix Exhibits C, D, E, F, G, H, and I. Three communities (Council Grove, Abilene, and Concordia) have expressed an interest in the program during January of 1966. The city of Belleville displayed no interest in the program.

The official enrollment from communities included in the basic study amounted to 267, and, including the four hours of live instruction, the class was rated at sixteen hours of instruction. This would mean 4,272 man-hours of instruction. If the 105 enrolled at Osborne for another 1,680 man-hours of instruction are included, 5,952 man-hours of instruction resulted.

The enrollment figures are reported below and in the appendix. However, it is necessary to use the number of completions to secure a really useful figure. These figures are given below:

Community	Enrollment	Completion
Herington	61	53
Fredonia	31	28
Goodland	31	26
Marion	75	66
Concordia	15	13
Colby	57	55
	267	241
Experimental Program:		
Osborne	105	86
Totals	372	327
Man-Hours	5,952	5,232

A student was said to have completed the course when he appeared for the second meeting, with his manual completely filled. The manual was checked for completion and returned to the student at the end of the second meeting. The time period between the first and second meeting was usually one month.

The promotion pattern judged most useful utilized the secretaries of the local Chambers of Commerce. However, in Goodland, where there is a well-established area school, the program was co-sponsored by the local area school adult director. In this project trade associations did not prove to be a useful method of promotion.

Over all promotion of the text consisted of a letter, telephone call and a meeting with the retail committee. The result of this promotion was a series of six classes with a mean enrollment of 44.5 students and a standard deviation of 23.14. This does not include Osborne. For the six classes the mean completion was 40.16 and a standard deviation of 20.67. This again does not include Osborne.

C. EVALUATION

1. Enrollment and Completions. The primary problem studied in this report was to determine whether or not working adults in small towns would accept programmed instruction in large enough numbers to make such instruction economically feasible. A review of the literature had revealed that programmed texts are good methods of instruction and acceptable as such. However, the program had to be designed for people with an I. Q. range of 70-140, with a median level of education of approximately 10 years, and an age range of 20 to 50. It was for this reason the recommendations of the advisory committee were accepted as it was felt that these recommendations would introduce variety into

the format of the program without changing those frames which had been tested. As a result of promotion the number of enrollments in the six communities was 267 with a mean of 44.5 and a standard deviation of 23.14. When this was compared with the previous three year mean of traditional instruction it was found there is a significant difference. The previous mean enrollment for sales classes over the state was 18. Using $t = \frac{U-\bar{x}}{\frac{s}{\sqrt{n}}}$, a "t" score of 2.795 was obtained $t = \frac{18-44.5}{\frac{23.14}{\sqrt{6}}} = 2.795$. "t" with five degrees of freedom at 95 per cent is 2.57. Therefore, our enrollments even though restricted to ten small communities were larger than the previous mean obtained by regular instruction. Another important factor is the completion of the program. The mean for completions was 40.16 with a standard deviation of 20.67 while the mean completions for regular instruction was 15.48. Using the same formula again, we have $t = \frac{15.48-40.16}{\frac{20.67}{\sqrt{6}}} = 2.92$. Since "t" with five degrees of freedom at 95 per cent is equal to 2.57, we can say that the number of completions was also greater than the previous mean for regular instruction. It should be remembered, however, that the rate of completion was not significantly different from regular class instruction. We started with large classes and ended with large classes. We can state that this programmed text was acceptable to adults in small communities using an introductory session and ending with a demonstration session.

2. Cost. The feasibility of continuing this type of program without federal support was evaluated. This is largely a matter of cost and the following applicable costs for promotion of such a program after the text has been written were established.

Travel			
Three trips to each community	7914 miles	@ $ .09	$712.26
Four days per community	40 days	@ $9.00	360.00
Materials			
Manuals	267	@ $1.50	400.50
Salary			
50 days	50	@ 30.00	1,500.00
			$3,072.76

The cost per man-hour of instruction for only those who completed the entire program and were present at both meetings was $3,072.76. By dividing the man-hours (5,232) into the total cost, the man-hour cost of $.58 is obtained. If the development costs are not included, a very efficient method of instruction is obtained, particularly when it is remembered that these communities are widely scattered.

For comparison the costs for the same adult specialist for the six months preceding the use of the programmed text were as follows:

Travel	$ 900.00
Salary	4,000.00
Communication	100.00
	$5,000.00

This cost resulted in an enrollment of 256 persons averaging eight hours of instruction per student. For a total of 2,048 man-hours of instruction, this would be a cost of $2.44 per man-hour of instruction. From this it can be seen that the programmed text provided a much more economically efficient method of instruction from the standpoint of cost. It is felt that a large part of this saving is due to the reduction in travel which was made possible by the programmed text.

From the above information it would seem that adults would accept programmed instruction and in the case of sales at least it is an economically efficient method of instruction.

D. CONCLUSIONS: From the evidence the following conclusions seem reasonable:

1. Adults in communities of 2,000 to 7,000 will accept programmed instruction in salesmanship, as evidenced by class enrollments and completions.

2. Programmed instruction is more efficient from the standpoint of cost-per-man-hour of instruction in adult sales classes than the traditional method of college extension.

E. RECOMMENDATIONS:

1. That additional courses be programmed in the adult distributive education field.

2. That the text in Salesmanship be tested for learning efficiency against traditional methods.

3. That more states with sparse populations investigate the possibilities of the use of programmed texts in the adult distributive education field.

Kansas State Teachers College
Emporia, Kansas

Would your community benefit from a Sales Training Program?

Numerous surveys on buying habits indicate that the sales person's friendliness is the second most important factor influencing the customer's decision as to where to shop. An indifferent attitude of salespeople is the most frequently listed factor for customers shopping elsewhere. Proper attitude and friendliness in salespeople can be attained through proper training programs. If sales people in your community do need sales training, you should use these criteria in selecting a training program.

(1) Is it adapted to Kansas Business?
(2) Is there provision for each person to learn at his own speed?
(3) Is there a reference book he can keep to refer to later?
(4) Is the cost reasonable?

Have you heard of the results achieved by programmed textbooks? Were you aware that the military forces, large companies such as Bell Telephone, and universities such as Harvard, have had great success with this kind of training?

There isn't much doubt as to the effectiveness of teaching machines and programmed textbooks. But there is a considerable doubt as to whether or not adults in communities of under ten-thousand population will accept this kind of instruction. If you feel that the sales people in your community need a sales training program at a very reasonable rate, this may be your best opportunity.

We will offer a selected number of Kansas communities the opportunity to train their salespeople from the programmed text for only $3.00 per person. This will be 10 to 20 hours of instruction, depending upon the reading speed of the students. Two dollars is to be returned to the student upon completion of the program and one dollar is to be retained by the sponsoring agency to cover postage, mailing, and administrative expense.

If you had to meet the cost of a program of this nature, it would run about $15 per student. Because of a grant from the United States Office of Education, we are able to offer ten towns in this state the opportunity to participate in this kind of a program at a very reasonable price. If you are interested in learning more about this special program, please contact us.

Yours sincerely,

EXHIBIT C

Kansas State Board for Vocational Education
Topeka
Evening School Enrollment Report

Name of Course Salesmanship City Herington

Occupation of Enrollees Sales Personnel Length of Course in hours 16 hours

Date Class Starts Oct. 21, 1965 Meeting Hours 7 p.m. to 10 p.m. Days of Week Tuesday & Thursday

Teacher Dale Lounsbury Address Kansas State Teachers College, Emporia

	Name of Student	Type of Business	Pay Roll Classification
1.	Fred Lee	Fred Lee Furniture	Owner
2.	Thelma Oxandale	T. K. Tiny House	Owner
3.	Alice Geer	T. K. Tiny House	Employee
4.	Alma Davis	T. K. Tiny House	Employee
5.	Dovie Rule	T. K. Tiny House	Employee
6.	LeRoy Holeman	Deatricks Shoe Store	Employee
7.	Jim Wendlandt	Deatricks Shoe Store	Employee
8.	Wenston Obermeyer	Windy's Auto Repair	Owner
9.	E. A. Brunner	First National Bank	Vice President
10.	D. C. Meuli	First National Bank	President
11.	Eileen Quinn	First National Bank	Employee
12.	Ida Schumacher	First National Bank	Employee
13.	R. D. Whitney	First National Bank	Employee
14.	Howard Vaughn	New York Life Insurance	Employee
15.	Wilbur Smith	State Farm Insurance	Employee
16.	Harvey Riffel	Continental Grain Co.	Manager
17.	Geraldine Ford	Chamber of Commerce	Office Mgr.
18.	Charles Ponting	McGrew Tire Co.	Employee
19.	Tom Bowman	McGrew Tire Co.	Employee
20.	LeRoy Wright	McGrew Tire Co.	Employee
21.	Marvin Obermeyer	Obermeyer Chev. Ods.	Owner
22.	Dale Murray	Obermeyer Chev. Ods.	Partner
23.	Roy Kramer	Obermeyer Chev. Ods.	Employee
24.	Melvin Buxman	Obermeyer Chev. Ods.	Employee
25.	Cecil Hutchinson	Obermeyer Chev. Ods.	Employee
26.	G. G. Puryear	Puryear Mortuary	Owner
27.	Lynn Murphy	Youth Fashion	Owner
28.	Patt Murphy	Youth Fashion	Owner
29.	Delores Granzow	Youth Fashion	Employee
30.	Fayne Olsen	Gamble Dealer Store	Owner
31.	Cecil Waylan	Gamble Dealer Store	Employee
32.	Wayne Feyerabend	Western Auto Store	Owner
33.	Mildred Feyerabend	Western Auto Store	Owner
34.	Joe Schump, Jr.	Western Auto Store	Employee

EXHIBIT C (CONT'D)
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	Name of Student	Type of Business	Pay Roll Classification
35.	Norman Albrecht	Pioneer Services & Sales Inc.	Mgr. & Stockholder
36.	Lyle Stanley	Pioneer Services & Sales Inc.	Parts Mgr. & Stockholder
37.	Ernest Peterson	Clark Lumber Co.	Manager
38.	Gilbert Ray	Clark Lumber Co.	Ass'nt. Mgr.
39.	Leta Wright	Clark Lumber Co.	Employee
40.	Billy Vietze	Clark Lumber Co.	Employee
41.	Glen Bayes	Scheufele Supply Co.	Employee
42.	Gary Neuschafer	Scheufele Supply Co.	Employee
43.	Bob Sharp	Sharp Sinclair Service	Owner
44.	Carl Ihde	Ihde Appliance Center	Owner
45.	Muriel Ihde	Ihde Appliance Center	Owner
46.	Robert Mowat	Ihde Appliance Center	Employee
47.	Al Johnson	Al's Auto Service	Owner
48.	Delbert Obermeyer	Bank of Herington	Employee
49.	Franklyn Kandt	Bank of Herington	Employee
50.	Don Miller	Miller Appliance	Owner
51.	W. G. Smith	Obermeyer Chev. Ods.	Employee
52.	Buck Stover	O'Conner Ford & Mercury	Employee
53.	Kent Stuart	O'Conner Ford & Mercury	Employee
54.	Mike O'Conner	O'Conner Ford & Mercury	Employee
55.	Don O'Conner	O'Conner Ford & Mercury	Owner
56.	Mrs. Frances Puryear	Puryear Mortuary	Owner
57.	Mrs. Elsie Holeman	Youth Fashion	Employee
58.	Mrs. Florence Obermeyer	Windy's Auto Repair	Owner
59.	Mrs. Irene Corey	Housewife	
60.	Mrs. Phyllis Smith	Saleslady	
61.	Mrs. Elizabeth DeBus	Mid-Continent Wholesale	

EXHIBIT D

Kansas State Board for Vocational Education
Topeka
Evening School Enrollment Report

Name of Course Salesmanship City Osborne, Kansas

Occupation of Enrollees Field of Distribution Length of Course in hours 16 hours

Date Class Starts March 18 Meeting Hours 6:30 p.m. to 9:30 p.m. Days of Week Thursday

Teacher R. D. Lounsbury F. E. Hartzler Address Kansas State Teachers College, Emporia

	Name of Student	Type of Business	Pay Roll Classification
1.	Richard Duckworth	Pastor	Manager
2.	Lloyd Peters	Mechanic	Employee
3.	Dean Conn		Employee
4.	Roland Standley		Employee
5.	Gary Walker		Employee
6.	Robert L. Clark	Part Man	Employee
7.	Ronald L. Karler	Mgr. of Duckwalls	Manager
8.	L. E. Woolley	Banker	Manager
9.	Neil McDaneld	Automotive Sales & Service	Employee
10.	Richard Van Scyoc	Postmaster	Manager
11.	Kenneth Krier	Service Station	Manager
12.	E. L. Latham	Farm Implement Dealer	Owner
13.	E. C. Gaomon	Banking	Employee
14.	Jack L. Morgan		Employee
15.	Cecil J. Mayers	Insurance	Manager
16.	Allen Peterson		Manager
17.	J. T. Garrison	Banker	Manager
18.	Ronald Hollny	Service Station Attendent	Employee
19.	F. N. Raney	Service Station Attendent	Employee
20.	Everett E. Boyle		Employee
21.	John Kelling		Employee
22.	Dennis Wilson	Clerk-Office	Employee
23.	James D. Boland		Employee
24.	Paul E. Grieve		Employee
25.	Steve Chandler		Employee
26.	Joe Gorham		Employee
27.	Lula Young		Employee
28.	Gail D. Parsons		Employee
29.	Christian Scherling		Employee
30.	Marilyn Scherling		Employee
31.	Jeanette Dietrich		Employee
32.	Warner A. Dietrich		Employee
33.	Melvennia Thrall		Employee

	Name of Student	Type of Business	Pay Roll Classification
34.	D. A. Huffuker		Employee
35.	Woodie Hilsinger	Pharmacy	Employee
36.	Evelyn Hilsinger	Bookkeeper	Employee
37.	George McDaneld	Clerk	Employee
38.	Joe Zvolanek		Employee
39.	Jani Covert		Employee
40.	Katherine Weese		Employee
41.	Thelma McFarland		Employee
42.	Virginia Dix		Employee
43.	LaVeda Hahn		Employee
44.	Alice Remick		Employee
45.	R. D. Remick		Manager
46.	Jim Goheen	Electrician	Employee
47.	Rena Barber	Bakery	Employee
48.	Ralph L. Barber	Baker	Employee
49.	Opal Coop	Bakery	Employee
50.	Sharon Goheen	Bakery	Employee
51.	Charles Shaheen		Employee
52.	B. L. Swank		Owner
53.	Keith Brent		Employee
54.	Helen E. Garner		Employee
55.	Ralph N. Garner		Manager
56.	Grace Harris		Employee
57.	Fredia Herrick		Employee
58.	Edward Tompkin		Employee
59.	Mrs. Russel D. Phalen		Employee
60.	Mrs. Quinton Woolley		Employee
61.	Mrs. Jake Yunk		Employee
62.	Wm. C. Cady		Manager
63.	June Cady		Employee
64.	Velma L. Riley		Employee
65.	Ellen Thompson		Employee
66.	Barbara Grieve		Employee
67.	Dianna DeForest		Employee
68.	Robby Meyer		Employee
69.	Georgianna Krier		Employee
70.	Sophia Ann Mayers		Employee
71.	Marvin Leadabrand		Employee
72.	Stanley Abel		Manager
73.	W. W. Twinfor		Employee
74.	Jim Gouldie		Employee
75.	Lowell Conrad	Car Salesman	Employee
76.	Allan Krier		Employee
77.	Richard L. Pinnick		Employee
78.	Farrel Foster		Employee

	Name of Student	Type of Business	Pay Roll Classification
79.	Dennis E. Wilson		Employee
80.	Joe Lanning	General Ins. Agent	Manager
81.	Rita Lehmkuhl	Banker	Employee
82.	Jos. L. Garrison	Banker	Employee
83.	Velma D. Shinn		Employee
84.	Maggie Yarnell		Employee
85.	Madelene Jimison		Employee
86.	Lorraine Shellito		Employee
87.	B. J. Holtslander		Employee
88.	Deloris Brown		Employee
89.	Corrina Seaman		Employee
90.	Naomi McEwen		Employee
91.	Charles Shinn		Employee
92.	Merlin Storer		Employee
93.	Charles Campbell		Employee
94.	Bob Gantz		Employee
95.	Carolyn Nuzum		Employee
96.	Earl W. Grieve		Employee
97.	Ivan B. Bos		Employee
98.	Wanda Bos		Employee
99.	Steve Cunningham		Employee
100.	Roger Nuzum		Employee
101.	Ivan Smith		Employee
102.	Oliver R. Nuzum	U.S.D.A. Soil Conversation	Employee
103.	Edward L. Fleming	U.S.D.A. (Soil Scientist)	Manager
104.	L. S. Garrison	Banker	Manager
105.	Linus A. Roth		Employee

EXHIBIT E

Kansas State Board for Vocational Education
Topeka
Evening School Enrollment Report

Name of Course Salesmanship City Fredonia

Occupation of Enrollees Field of Distribution Length of Course in hours 16 hours

Date Class Starts Nov. 23, 1965 Meeting Hours 7:30 p.m. to 10 p.m. Days of Week Tuesday

Teacher Dale Lounsbury Address Kansas State Teachers College, Emporia

	Name of Student	Type of Business	Pay Roll Classification
1.	L. H. Alexander	Ralph Porter Motors, Inc.	Employee
2.	Dewayne Powell	Ralph Porter Motors, Inc.	Employee
3.	Harriet Powell	Ralph Porter Motors, Inc.	Employee
4.	Donald Anderson	Ralph Porter Motors, Inc.	Employee
5.	Roy Callarman	Ralph Porter Motors, Inc.	Employee
6.	Sharon L. Howard	Glenn Wiggans Drug Store	Employee
7.	Mrs. Jim Rice	Glenn Wiggans Drug Store	Employee
8.	Ted Myers	Farm Bureau Insurance	Manager
9.	M. L. Youngstion	Gambles	Employee
10.	Tillie Pfeifer	Stewarts	Employee
11.	Ricky Regan	Stewarts	Employee
12.	Don Stewart	Stewarts	Owner
13.	Max Cain	Radiant Electric	Owner
14.	Charlotte Eldredge	Cook's Department	Employee
15.	Elsie Burton	Cook's Department	Employee
16.	Max Cook	Cook's Department	Owner
17.	Flossie Higginbottom	Self Service Grocery	Employee
18.	Cecile Lance	Self Service Grocery	Employee
19.	Lucy Howard	Self Service Grocery	Employee
20.	John Parker	Self Service Grocery	Owner
21.	Virginia Brown	Self Service Grocery	Employee
22.	Harold Finkerbinder	Self Service Grocery	Employee
23.	Henry T. King, Jr.	Self Service Grocery	Employee
24.	Donald Edens	Self Service Grocery	Employee
25.	Marvin Platt	Self Service Grocery	Employee
26.	Lucille Robertson	Bunch's Greenhouse	Employee
27.	Marion Schwatken	Bunch's Greenhouse	Employee
28.	Hugh M. Foote	Union Gas Sytem Inc.	Employee
29.	Floyd C. Squire	Union Gas System Inc.	Employee
30.	Bill Parks	Union Gas System Inc.	Employee
31.	D. E. Bronson	Union Gas System Inc.	Employee

EXHIBIT F

Kansas State Board for Vocational Education
Topeka
Evening School Enrollment Report

Name of Course Salesmanship City Goodland

Occupation of Enrollees Distribution Personnel Length of Course in hours 16 hours

Date Class Starts Oct. 27, 1965 Meeting hours 7 p.m. to 10 p.m. Days of Week Wednesday

Teacher Dale Lounsbury Address Kansas State Teachers College, Emporia

	Name of Student	Type of Business	Pay Roll Classification
1.	J. Lloyd Troutt	Byrds O.K. Rubber	Manager
2.	Thelma C. Peter	Mode O Day	Employee
3.	Howard Darby	J. Hawk Mobile Homes	Manager
4.	Dale Tack	L. J. Messer Wholesale Auto	Sales
5.	Robert L. Brown	L. J. Messer Wholesale Auto	Manager
6.	John Hymiller	Kit Mfg. Co.	Sales
7.	Larry Lobmeyer	Culligan Soft Water	Sales
8.	Dean Blume	Co-op	Manager
9.	Goldie Pizel	Co-op	Assist. Manager
10.	Betty Rathke	Co-op	Employee
11.	Susan Boyle	Co-op	Sales
12.	Florence Channell	Co-op	Sales
13.	Bendena Hammond	Co-op	Credit Mgr.
14.	Bernard Schoepner	Culligan Soft Water	Employee
15.	Kenneth R. Corke	Goodland Co-op Equipty	Employee
16.	Vera Cooper	Cooper Drug	Owner
17.	Georgia Lee Cooper	AVTS	Employee
18.	Lois Berringer	Cooper Drug	Employee
19.	Tom Cooper	Cooper Drug	Owner
20.	Mrs. Glenn Howard	Mode O Day	Owner
21.	Tad Felts	KLOE Radio	Employee
22.	William L. Sutton	Kays, Inc.	Employee
23.	Donald D. Miller	Sears Roebuck	Employee
24.	Gary L. Etter	Sears Roebuck	Employee
25.	Alvin Zimbelman	Sears Roebuck	Manager
26.	Glenn O. Burk	Goodland Co-op Equity Exc.	Employee
27.	William A. Zeigler	Goodland Co-op Equity Exc.	Employee
28.	Felix Reitcheck	Sears & Roebuck	Employee
29.	Lawrence Nicholson	Culligan Soft Water	Employee
30.	Bill E. Leitner	Goodland State Bank	Vice-President
31.	Ivan Lorimor	General Merchandise	Employee

EXHIBIT G

Kansas State Board for Vocational Education
Topeka
Evening School Enrollment Report

Name of Course Salesmanship City Marion

Occupation of Enrollees Sales Personnel Length of Course in hours 16 hours

Date Class Starts Oct. 4, 1965 Meeting Hours 7 p.m. to 10 p.m. Days of Week Monday

Teacher Dale Lounsbury Address Kansas State Teachers College, Emporia

	Name of Student	Type of Business	Pay Roll Classification
1.	Norman Schmidt	Longhofer Supply	Employee
2.	Ed Longhofer	Longhofer Supply	Owner
3.	Mary Hawley	Marion Pharmacy	Employee
4.	William G. Higgins	Marion Pharmacy	Owner
5.	Lois Jost	Beaston Market	Employee
6.	Josephine Kline	Ow Car Cafe	Employee
7.	Boyce Baumgardner	Marion National Bank	Employee
8.	LeRoy Riggs	Marion National Bank	Employee
9.	John Loomis	Marion National Bank	Vice-President
10.	Matthew Classen	Marion National Bank	President
11.	Clarance Conyers	Conyers Florist	Owner
12.	Winnie Conyers	Conyers Florist	Owner
13.	Cleo Tipton	Conyers Florist	Employee
14.	Lynn Christensen	Marion Equipment Co.	Owner
15.	Ollie Mohn	Marion Equipment Co.	Employee
16.	Eugene Christensen	Marion Equipment Co.	Employee
17.	Ann Boese	Jackson Clothing	Employee
18.	Velma Mathews	Jackson Clothing	Employee
19.	Max Jackson	Jackson Clothing	Owner
20.	Alex Case, Jr.	Insurance Agent	Owner
21.	William E. DuVall	General Merchandise	Employee
22.	Judy C. Hess	General Merchandise	Employee
23.	Ruth Dohner	Marion Paint Shop	Owner
24.	S. R. Lunderman	Western Auto	Owner
25.	Kathryn Lunderman	Western Auto	Owner
26.	Dwight Adam	Farmers & Drovers Natl Bank	Owner
27.	Allen Ray Sangwin	S & S Oil Co.	Employee
28.	William Rex Berry	S & S Oil Co.	Employee
29.	Roland H. Klein	S & S Oil Co.	Employee
30.	David A. Hanson	S & S Oil Co.	Owner
31.	Bill Coats	Marion Farm Supply	Manager
32.	Jack Regnier	Marion Auto Supply	Owner
33.	Bill Wray	Marion Auto Supply	Employee
34.	Dennis Siefert	Marion Auto Supply	Employee
35.	Willie Rindt	Mar Bowl	Manager

EXHIBIT G (CONT'D)
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	Name of Student	Type of Business	Pay Roll Classification
36.	William Finke	Southwestern Bell Telephone	Manager
37.	Rendel Newsome	Florist (Newsome Greenhouse)	Owner
38.	Mrs. Alta Raine	Cumpton's	Manager
39.	Mrs. Bernice Ford	Cumpton's	Employee
40.	Mrs. Elsie Williams	Cumpton's	Employee
41.	Wharton Hoch	Marion Co. Record	Editor
42.	Mrs. Evelyn Conyers	Marion Co. Record	Employee
43.	Bill Meyer	Marion Co. Record	Employee
44.	Mrs. Evelyn Conyers	Marion Co. Record	Employee
45.	Mrs. Palma Druse	Marion Co. Record	Employee
46.	Leona Meisinger	Duckwall	Employee
47.	Betty M. Lee	Duckwall	Employee
48.	Lois Raliegh	Duckwall	Employee
49.	Patricia Oller	Duckwall	Employee
50.	Maxine Bell	Duckwall	Employee
51.	W. K. Holmes	Duckwall	Manager
52.	Harold Wins	Marion Motor Center	Manager
53.	Richard Hein	Marion Motor Center	Employee
54.	Howard Link	Marion Motor Center	Employee
55.	Gerry Harris	Marion Motor Center	Owner
56.	Frank Krentzman	Bud's Conoco	Employee
57.	Gene Winkler	Bud's Conoco	Employee
58.	Bob Raleigh	Bud's Conoco	Employee
59.	Doris Winkler	Extension Office	Employee
60.	Rosalie Carr	Extension Office	Employee
61.	Helen Suffield	Van's	Employee
62.	Mildred Kelsey	Van's	Employee
63.	Clara Miesse	Van's	Employee
64.	Lila Hoffman	Van's	Employee
65.	Ruth Ann Griffith	Van's	Employee
66.	Dorothy Varenhorst	Van's	Owner
67.	R. W. Varenhorst	Van's	Owner
68.	Walt Olschlager	Olschlager Furniture	Owner
69.	Mrs. Walt Olschlager	Olschlager Furniture	Owner
70.	Tina Holmes	Duckwall	Clerk
71.	Neva Fruechting	Southwestern Bell Telphone	Office Manager
72.	Keith Conyers	Conyer Florist	Part Owner
73.	Lucille Bell	Buckley's	Employee

EXHIBIT H

Kansas State Board for Vocational Education
Topeka
Evening School Enrollment Report

Name of Course Salesmanship City Concordia

Occupation of Enrollees Field of Distribution Length of Course in hours 14 hours

Date Class Starts December Meeting Hours _____ to _____ Days of Week _____

Teacher Dale Lounsbury Address Kansas State Teachers College, Emporia

	Name of Student	Type of Business	Pay Roll Classification
1.	Art Slaughter	Daylight Clothing	Manager
2.	Lorraine Lewis	Paulette's Casual Shop	Manager
3.	Richard Culbertson	Culbertsons' Elec.	Owner
4.	Don Brunell	B. F. Goodrich	Manager
5.	Kendall Martin	Martin Drug Co.	Owner
6.	Pat Lasnier	Bon Marche	Manager
7.	Charles Everitt	Everitt Hardware	Owner
8.	Mrs. Vi. Gadsby	Phillips Shop	Manager
9.	Bob Davis	Duckwalls	Manager
10.	Stewart Wells	Bertrand-Wells	Owner
11.	Quentin Nault	Nault Jewelers	Owner
12.	Art Schmitt	Schmitts Clothing	Owner
13.	Mrs. Mariella Kosar	Gift Shop	Owner
14.	Wilson Carlgrann	Wilson Furniture	Manager
15.	Mrs. Madeline Comeau	Wilson Furniture	Employee

EXHIBIT I

Kansas State Board for Vocational Education
Topeka
Evening School Enrollment Report

Name of Course Salesmanship City Colby, Kansas

Occupation of Enrollees Sales Personnel Length of Course in hours

Date Class Starts Feb. 10, 1965 Meeting hours to Days of Week

Teacher Dale Lounsbury Address Kansas State Teachers College, Emporia

	Name of Student	Type of Business	Pay Roll Classification
1.	Delvin Teel	Hedden's Food Market	Employee
2.	Phyllis Vaughn	Hedden's Food Market	Employee
3.	Harold Linville	Hess Lumber Company	Employee
4.	Harry Turner	Hess Lumber Company	Employee
5.	Dale Hess	Hess Lumber Company	Owner
6.	Wayne Herlacher	Herlacher Jewelers	Owner
7.	Nina M. Guill	Herlacher Jewelers	Employee
8.	Alvin Miller	Keith Farmers Service	Employee
9.	B. Eugene Criss	Kennedy & Coe	Manager
10.	Velma Rohrbough	Lewis Drug Store	Employee
11.	Alta Mawhirter	Lewis Drug Store	Employee
12.	Bob Lewis	Lewis Drug Store	Owner
13.	Charles Thorpe	N. W. Ks. Production Credit	Employee
14.	Ralph Hansen	N. W. Ks. Production Credit	Employee
15.	A. L. Davis	N. W. Ks. Production Credit	Employee
16.	Mrs. Cheryl Moore	N. W. Ks. Production Credit	Employee
17.	Bob Herrington	N. W. Ks. Typewriter Co.	Employee
18.	Scottie Black	N. W. Ks. Typewriter Co.	Employee
19.	Blanche Zimmer	Princess Style Shop	Manager
20.	R. C. Grabenstien	Safeway Food Store	Employee
21.	Kasper Zerr	Safeway Food Store	Employee
22.	Gary Heinrich	Safeway Food Store	Employee
23.	George Fotines	Safeway Food Store	Employee
24.	Tom Rogers	Safeway Food Store	Employee
25.	Luciel Taylor	Safeway Food Store	Employee
26.	Norman Hermes	B-I-C Leans	Manager
27.	Joyce Miller	B-I-C Leans	Employee
28.	E. H. Scales	Ben Franklin Store	Manager
29.	E. H. Erickson	Chief Motel	Manager
30.	Mrs. Rockwell Greene	Chief Restaurant	Manager
31.	Lula Grady	Colby Classic	Employee
32.	Arleta Detjen	Colby Super Market	Employee
33.	Zelma Morris	Colby Super Market	Employee
34.	Vivan Duden	Colby Super Market	Employee
35.	James Sites	Colby Super Market	Employee

EXHIBIT I (CONT'D)
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Name of Student	Type of Business	Pay Roll Classification
36. Kirwin Jones	Colby Super Market	Employee
37. Virgil Carl	Colby Super Market	Employee
38. Dale Wolf	Colby Super Market	Employee
39. James Unruh	Colby Super Market	Employee
40. Bettye Hamme	Colby Super Market	Employee
41. Douglas O'Neal	Colby Super Market	Employee
42. Wilbert Townsend	Colby Super Market	Employee
43. Bill Harrison	Culligan Softwater	Manager
44. P. D. Frederick	Frederick Pharmacy	Owner
45. Ileene George	Frederick Pharmacy	Employee
46. Nettie Woerpol	Frederick Pharmacy	Employee
47. Agnes McKenney	Frederick Pharmacy	Employee
48. Lucille Brush	Frederick Pharmacy	Employee
49. Don Fadley	Garvey Farms	Manager
50. Harold Hedden	Hedden's Food Market	Owner
51. Dale Gish	Safeway Food Store	Employee
52. Martha Bubard	Safeway Food Store	Employee
53. Dick Thorpe	Safeway Food Store	Employee
54. Chris Lowe	Safeway Food Store	Employee
55. David Dixon	Thomas County National Bank	Manager
56. Tom Thompson	Thompson Furniture Company	Manager
57. Thurston VanHorn	Van's Body Shop	Owner
58. Hugo Windolph	Colby Classic	Employee